

Case study topic: Childhood obesity



<http://www.letsmove.gov>

Step 1



Developed by the PLANET MassCONNECT Team.

Funded by NCI (Grant # 5 R01 CA132651-03). 2012

Discussion

- What kind of data will she need to find to make her case convincing?



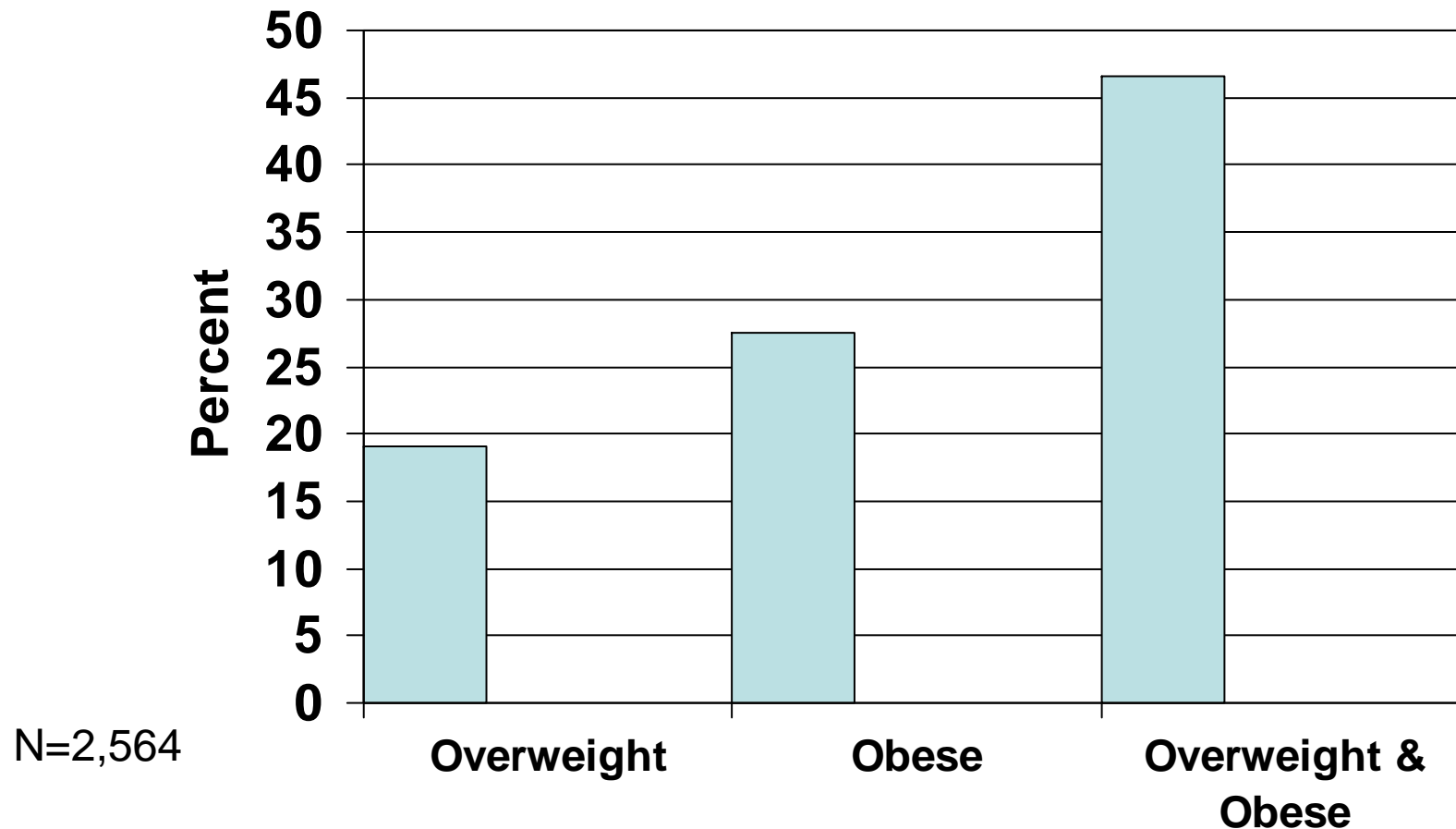
2008 BRFSS* for Kira's community

- 70% Hispanic/Latino
- 55% Households make \$25,000 or less per year
- 63% Overweight/Obese
- 61% Report engaging in leisure time physical activity

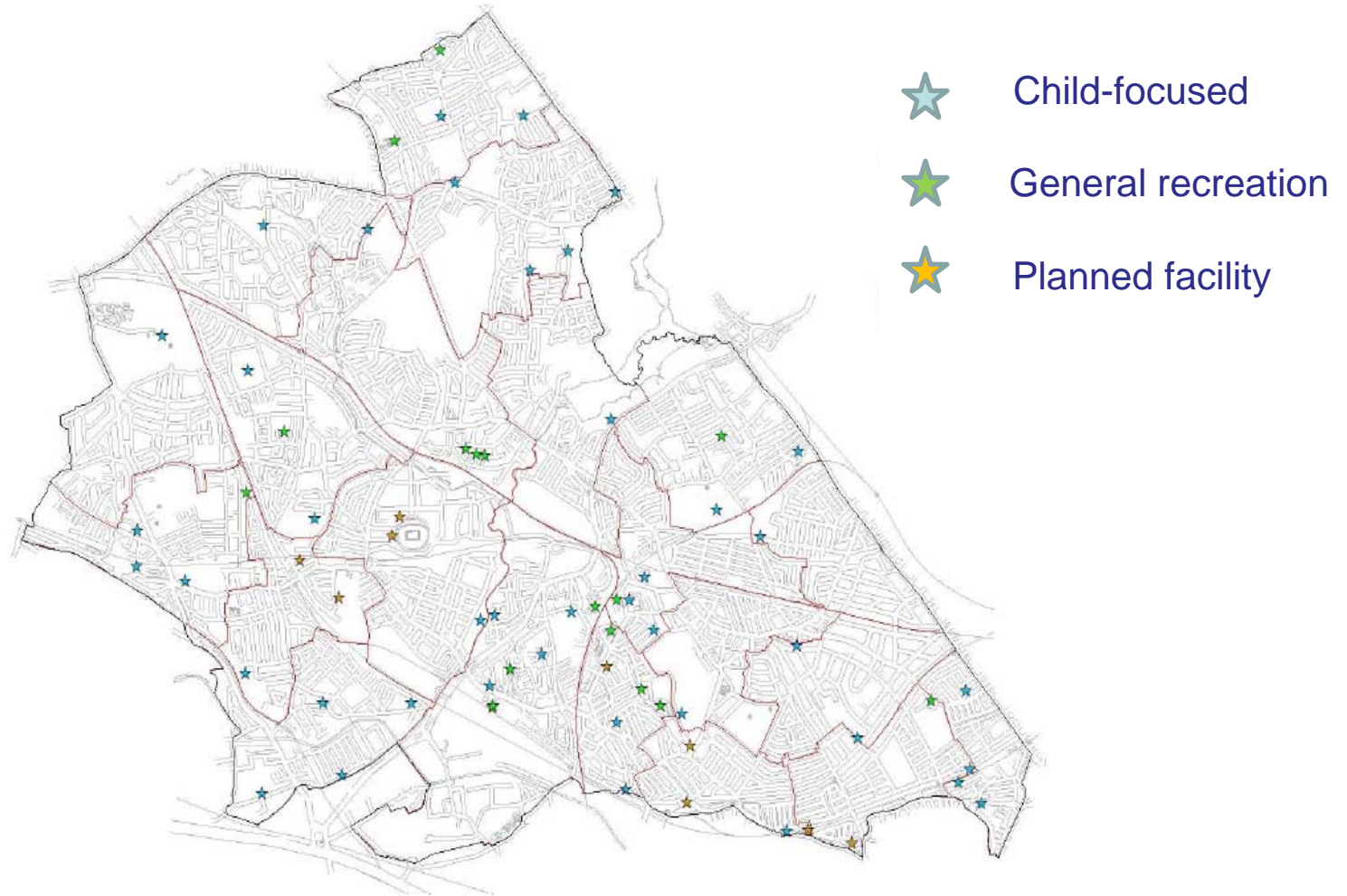
* Behavioral Risk Factor Surveillance System

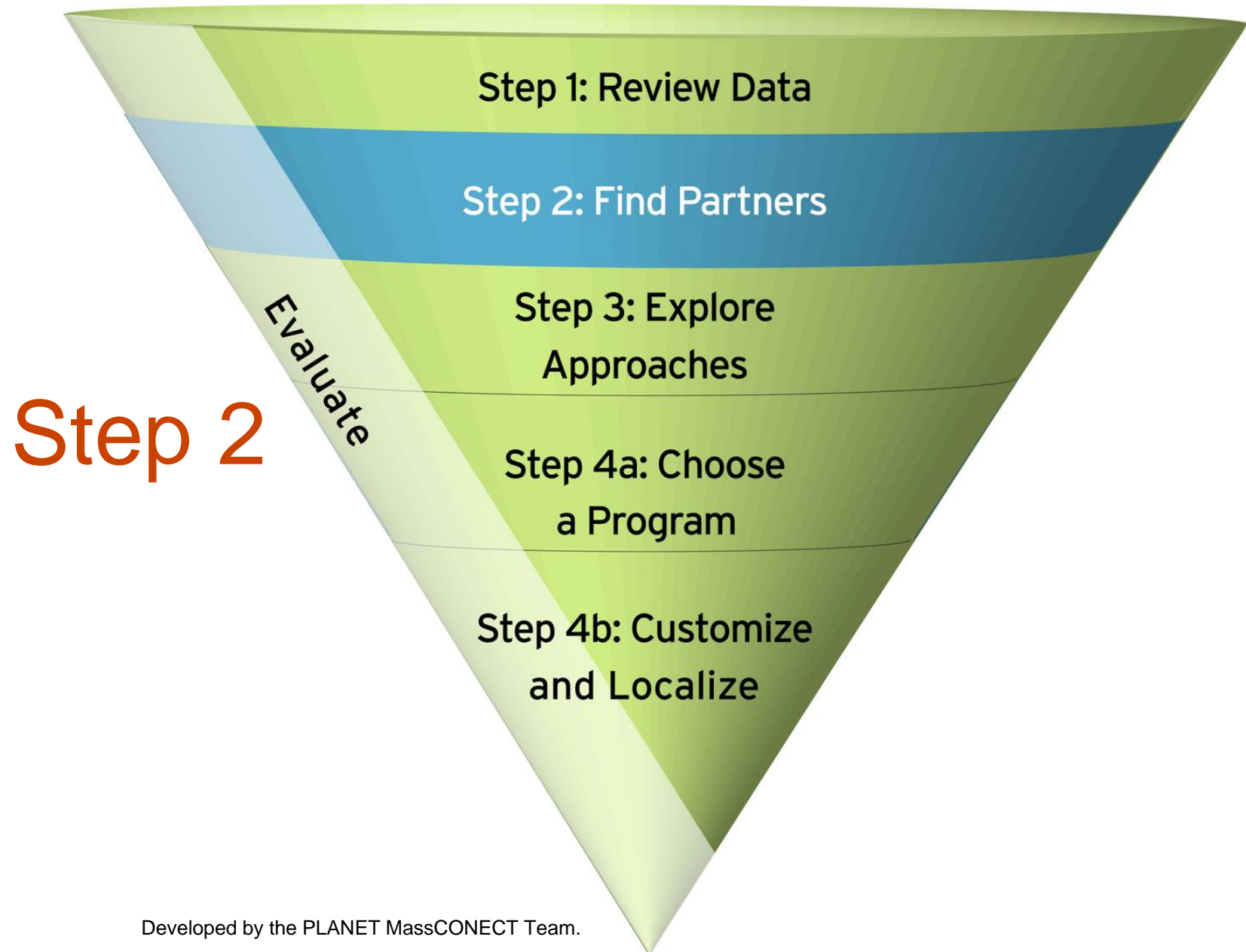
Statistics from the MDPH Health Survey Program Report: "A Profile of Health Among Massachusetts Adults in Selected Cities, 2008."

Kira's 2008-2009 school district data



Planetville Recreation Areas





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Discussion

- What partners should she bring to the table and why?

Kira's choice: Partnerships

- She wanted to bring together partners from different sectors to work on this project:
 - Principal and school administration
 - Stop & Shop
 - YMCA
 - PTA

Step 3



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Discussion / Exercise

- Given her resources what approaches should she explore in the Community Guide?



Kira's findings

The Community Guide Home Page

GUIDE TO

COMMUNITY

Preventive Services

The Community Guide

What works to promote health



Community Guide Topics

Adolescent Health

Alcohol

Asthma

Birth Defects

Cancer

Diabetes

HIV/AIDS, STIs and Pregnancy

Mental Health

Motor Vehicle

Nutrition

►Obesity

Provider-oriented

Interventions in community settings

Oral Health

Physical Activity

Social Environment

Tobacco

Vaccines

[Community Guide Topics](#)

Obesity Prevention



- Overweight and obesity have been shown to increase the likelihood of certain diseases and other health problems, and are important concerns for adults, children, and adolescents in the United States.
- An estimated 25.6 percent of adults in the United States reported being obese in 2007, an increase of nearly 2 percent since 2005 ([Behavioral Risk Factor Surveillance System](#)).

- Approximately 300,000 deaths per year may be attributable to obesity ([Office of the Surgeon General](#)).
- The economic cost of obesity in the United States was about \$117 billion in 2000 ([Office of the Surgeon General](#)).

Community Guide Systematic Reviews

The Community Guide conducted systematic reviews of interventions in the following areas:

[Provider-oriented interventions \(e.g., education, reminders\)](#)

[Interventions in community settings \(e.g., reducing screen time, technology-based interventions, specific settings\)](#)

Two types of interventions are reviewed



Kira's options: Interventions in community settings

Obesity Prevention: Interventions in Community Settings

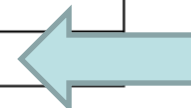


Reviewed interventions include programs designed to reduce screen time, technology-based strategies, and interventions specific to worksite and school settings.

Task Force Recommendations & Findings

This table lists interventions reviewed by the Community Guide, with Task Force findings for each ([definitions of findings](#)). Click on an underlined intervention title for a summary of the review, and where available, [Research-tested Intervention Programs \(RTIPs\)](#).

Interventions to reduce screen time (e.g., time in front of a TV, computer monitor)	
Behavioral interventions to reduce screen time	Recommended
Mass media interventions to reduce screen time	Insufficient Evidence
Technology-supported interventions (e.g., computer or web applications)	
Multicomponent counseling or coaching to effect weight loss	Recommended
Multicomponent counseling or coaching to maintain weight loss	Recommended
Interventions in specific settings	
Worksite programs to control overweight and obesity	Recommended
School-based programs to prevent overweight and obesity	Insufficient Evidence



Kira's
choice

Step 4



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Exercise: Develop goals and objectives

Reminder: Kira is planning an obesity prevention program and is interested in a school-based approach

Exercise:

- Define one goal Kira might set
- List two objectives that relate to that goal
 - Try to keep them SMART
 - S—Specific
 - M—Measurable
 - A—Achievable
 - R—Realistic
 - T—Time-framed

Kira's choice: Goals and objectives

- **Program Goals:**
 - To reduce childhood obesity in the community
 - To raise awareness about eating healthier and being physically active
- **Program Objectives:**
 - Increase participating students' consumption of fruits and vegetables by 1 serving per day in 2 years
 - Increase participating students' physical activity to 3 times / week in after-school programs in 2 years
 - Remove sugar-sweetened beverages from participating schools in 2 years



Discussion/Exercise


- Using her goals and objectives, what criteria would you suggest she use to find appropriate programs?
- Search for programs on RTIPS



Kira's search criteria


- Hispanic population
- School-based
- Prevents obesity in children

Kira's results



Research-tested

Intervention Programs (RTIPs)




RTIPs- Moving Science into Programs for People

RTIPs Home

Frequently Asked Questions

Fact Sheet

Contact Us



Intervention Programs

Search Criteria Used:

Adolescents (11-18 years), Children (0-10 years), Community, Day care / Preschool, Diet/Nutrition, Hispanic or Latino, Physical Activity, School-based

Refine Your Search

Program Title & Description (9 programs listed)	Program Focus	Population Focus
<div>1. 5-a-Day Power Plus</div> <div>School-based program designed to increase fruit and vegetable consumption. (1998)</div> <div>NCI (Grant number: CA59805)</div> <div>Criteria Matched: Children (0-10 years), Diet/Nutrition, Hispanic or Latino, School-based</div>	Behavior Modification	School Children
<div>2. Bienestar</div> <div>School-based program designed to promote healthy dietary habits and increase physical activity among elementary school students. (2004)</div> <div>NIDDK (Grant number: DK59213)</div> <div>Criteria Matched: Children (0-10 years), Community, Diet/Nutrition, Hispanic or Latino, Physical Activity, School-based</div>	Behavior Modification	School Children
<div>3. Coordinated Approach to Child Health (CATCH)</div> <div>Designed to promote healthy eating habits and increase physical activity among children and adolescents. (1996)</div> <div>NHLBI (Grant number: HL39927) , NHLBI (Grant number: HL39582) , NHLBI (Grant number: HL39870) , NHLBI (Grant number: HL33906) , NHLBI (Grant number: HL39880)</div> <div>Criteria Matched: Adolescents (11-18 years), Children (0-10 years), Diet/Nutrition, Hispanic or Latino, Physical Activity, School-based</div>	Behavior Modification	School Children
<div>4. Physical Activity and Nutrition for Health</div> <div>Designed to increase physical activity and promote healthy dietary habits. (2005)</div> <div>NHLBI (Grant number: HL39927) , NHLBI (Grant number: HL39582) , NHLBI (Grant number: HL39870) , NHLBI (Grant number: HL33906) , NHLBI (Grant number: HL39880)</div>	Awareness building and Behavior Modification	School Children

Kira's comparison

	Bienestar	Physical Activity and Nutrition for Health
Health Topic (should <i>always</i> match)	Obesity & diabetes prevention	Obesity & cardiovascular disease prevention
Program Fit with Goals and Objectives	Matches our objectives (nutrition, physical activity)	Matches our objectives (nutrition, physical activity)
Organizational Factors , e.g. resources such as money or partner capacity	Materials must be purchased Takes advantage of partnerships with schools, parents and after-school programs	Materials are free Takes advantage of partnerships with schools and parents
Audience the program was tested with , e.g. socioeconomic status, race / ethnicity, setting, community context	Mexican-Americans Low-income	Grade 3 children from families speaking English, Spanish, Laotian, and / or Hmong
Evaluation , e.g. availability of materials, group's ability to conduct the evaluation	Materials are available	Minimal materials are available
Customization , e.g. extent to which customization is needed, support available	Minimal customization needed, continuously updated Technical support available	Customization to meet cultural references, etc. is vital No support is available

See Handout #2: Program Choice Template + Example

≡ Kira's choice: *Bienestar*



Step 4





Discussion

- Given her limited resources and need to maintain program fidelity:
 - What would you suggest she customize?
 - How would you suggest she test any modifications?

Kira's thoughts: Bienestar adaptation

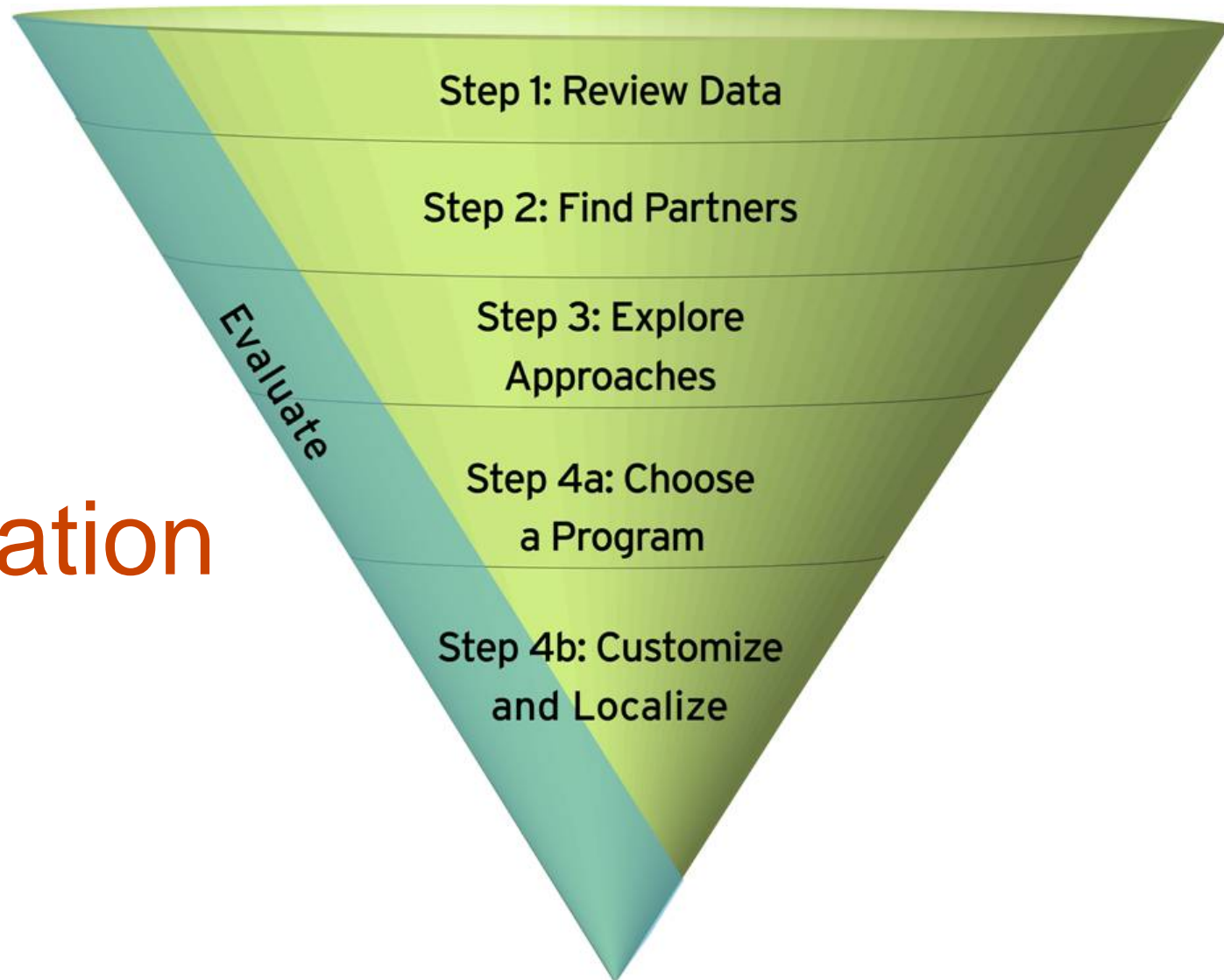
Adaptation	Notes
Changing language – Translating and/or word choices	Some phrases need to be changed to be familiar to Caribbean-American audiences
Replacing cultural references	Example: Foods
Modifying some aspects of activities for relevance to your audience	Example: Take-home activities that reflect cultural trends, such as important holidays for the community



Kira's pilot test

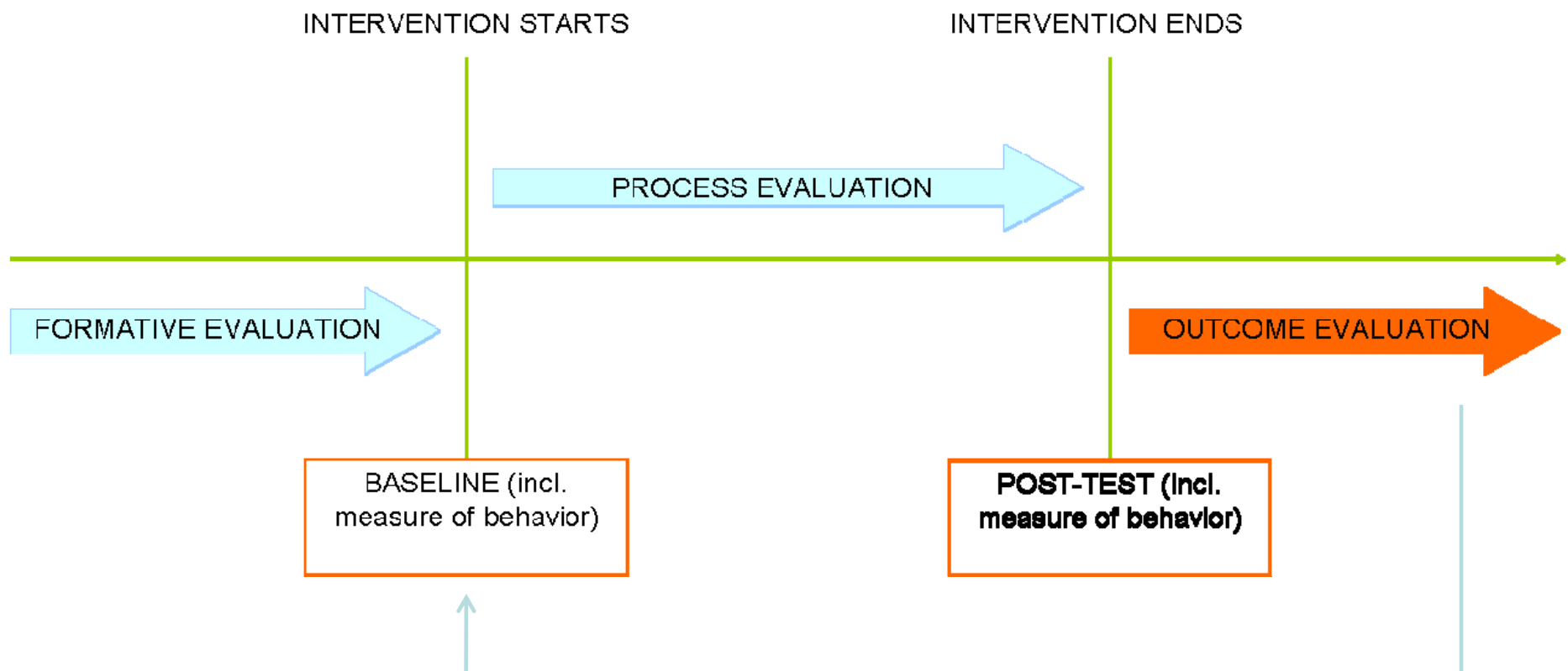
- Hold focus groups with students to ensure changes to curriculum resonate

Evaluation



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Kira's evaluation plan





Kira's formative evaluation

- Collected data to demonstrate need
 - Adult data: BRFSS
 - Child data: School district BMI
 - Community data: Mapped recreation spaces
- Pilot tested
 - Held focus groups with students to ensure changes to curriculum resonated



Discussion

- Process evaluation
 - What should Kira track?
 - When?

Kira's process evaluation plan

Overall Intervention (General Strategies)	Evaluation Activities	Process Indicators
50 sessions	Tracking forms	Number of sessions
Sessions delivered over 7 months	Tracking forms	Time taken



Discussion

- Outcome evaluation
 - How will she measure outcomes?
 - When will she measure outcomes?

Kira's outcome evaluation plan

Objectives	Evaluation Activities	Outcome
Increase fruit and vegetable consumption by 1 serving per day over 2 years	Survey	Number of servings
Increase physical activity to 3 times / week over 2 years	Survey / Staff tracking forms	Number of sessions
Remove sugar-sweetened beverages from the schools in 2 years	Observation	Success or failure



Dissemination of findings

- How can she share these findings?
- Who should she share them with?

Stepped approach to program planning



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